

## AMENDMENTS TO THE CLAIMS

1-2. (Canceled)

3. (Currently amended) A computer-based method for dynamically incorporating advertisements into already executing gaming code of a game on a game client system, comprising:

while the ~~game player is playing the game~~ gaming code is executing,

detecting an advertising tag having an associated set of criteria;

dynamically receiving over a network a plurality of advertisements;

determining from the received plurality of advertisements a conforming advertisement that matches the set of criteria associated with the detected advertising tag; and

presenting content associated with the conforming advertisement in a location indicated by the detected advertising tag,

such that ~~[[the]]~~ game play of ~~[[the]]~~ a game player playing the game is not interrupted or paused to incorporate the conforming advertisement into the game.

4. (Previously presented) The method of claim 3 wherein the set of criteria comprises at least one of an advertisement type, an advertisement genre, or scheduling information.

5. (Previously presented) The method of claim 3 wherein the effect on performance of the game of the dynamically receiving over a network a plurality of advertisements is imperceptible to a human player.

6. (Previously presented) The method of claim 5 further comprising using a dribble pipe to dynamically receive the plurality of advertisements.

7. (Previously presented) The method of claim 3 further comprising:

forwarding information regarding the displaying of content associated with the conforming advertisement.

8. (Currently amended) The method of claim 3, further comprising, upon detecting that the game player has interacted with the ~~displayed~~ presented content associated with the conforming advertisement, modifying ~~[[the]]~~ a game behavior of a game object.

9. (Currently amended) A game console, comprising:

an output device;

a network connection;

a computer processor; and

a storage medium having stored thereon computer game program code that executes on the computer processor and that, when executed,

~~displays~~ presents portions of an executing game environment on the output device~~[[;]]~~ ,

locates an advertising tag in the executing game environment having an associated set of criteria,

dynamically receives a plurality of advertisements over the network connection while a game player is playing the executing game,

determines from the received plurality of advertisements an advertisement that conforms to the set of criteria associated with the located advertising tag, and

presents the conforming advertisement as part of the executing game environment ~~displayed~~ presented on the output device, such that ~~[[the]]~~ game play of the game player is not interrupted or paused to incorporate the presented advertisement as part of the game environment.

10. (Currently amended) A computer-readable memory medium containing instructions for controlling a processor of a game client system to dynamically incorporate advertisements into already executing game code of a game while a game player is playing ~~[[a]]~~ the game, by performing a method comprising:

while the game player is playing the game,

detecting an advertising tag having an associated set of criteria;

dynamically receiving over a network a plurality of advertisements;

determining from the received plurality of advertisements a conforming advertisement that matches the set of criteria associated with the detected advertising tag; and

~~displaying~~ presenting content associated with the conforming advertisement in a location indicated by the detected advertising tag,

such that ~~[[the]]~~ game play of the game player is not interrupted or paused to incorporate the conforming advertisement into the executing game.

11. (Currently amended) A method in a computer-system for providing advertisements to a game console for dynamic incorporation of an advertisement into a game running on the game console, comprising:

establishing a communication connection with the game console that is running the game;

receiving, from the game console while the game is running and being played by a game player, a request over the communication connection for an advertisement that meets an indicated set of criteria comprising at least one of a type, a genre, or schedule requirements;

determining from a data repository ~~an advertisement~~ one or more advertisements that potentially ~~[[meets]]~~ meet the indicated set of criteria; and

retrieving and forwarding the determined ~~advertisement~~ one or more advertisements to the game console while the game is in play.

12. (Currently amended) The method of claim 11 wherein the forwarding of the determined ~~advertisement~~ one or more advertisements to the game console while the game is in play is done in a manner that the forwarding has an imperceptible ~~effects~~ effect on [[game]] performance of the game to a human game player.

13. (Previously presented) The method of claim 12 wherein the forwarding is accomplished through use of a dribble pipe.

14. (Currently amended) An advertising server for providing advertisements to a game console for dynamic incorporation of an advertisement into a game running and being played on the game console, comprising:

a network connection interface;

a data repository configured to store advertising content; [[and]]

a computer processor; and

a storage medium comprising a server program that, when executed on the computer processor, is configured to:

establish, over the network connection interface, a communication connection with the game console that is running the game ~~over the network connection interface~~;

receive, from the game console while the game is running and being played by a game player, a request over the ~~established~~ communication connection for ~~an advertisement~~ one or more advertisements that [[meets]] meet an indicated set of criteria comprising at least one of a type, a genre, or schedule requirements;

determine from the data repository ~~an advertisement~~ one or more advertisements that potentially [[meets]] meet the indicated set of criteria;

retrieve the determined ~~advertisement~~ one or more advertisements from the data repository; and

forward the retrieved ~~advertisement~~ one or more advertisements to the game console while the game is in play.

15. (Currently amended) A computer-readable memory medium that contains instructions for controlling a computer processor in an advertising server to provide advertisements to a game console for dynamic incorporation of an advertisement into a game running on the game console, by performing a method comprising:

establishing a communication connection with the game console that is running the game;  
receiving, from the game console while the game is running and being played by a game player, a request over the ~~established~~ communication connection for ~~an advertisement~~ one or more advertisements that ~~[[meets]]~~ meet an indicated set of criteria comprising at least one of a type, a genre, or schedule requirements;

determining from a data repository ~~an advertisement~~ one or more advertisements that potentially ~~[[meets]]~~ meet the indicated set of criteria; and

retrieving and forwarding the determined ~~advertisement~~ one or more advertisements to the game console while the game is in play.

16-21. (Canceled)

22. (Currently amended) The method of claim 3~~[[, the]]~~ wherein presenting content associated with the conforming advertisement in a location indicated by the detected advertising tag further ~~comprising~~ comprises:

playing an audio recording associated with the conforming advertisement when the game player interacts with the location indicated by the detected advertising tag~~[[,]]~~.

23. (Previously presented) The method of claim 8 wherein the game behavior is modified to effect a capability of the game object by at least one of increasing a power associated

with the game object, decreasing a power associated with the game object, or giving the game object a new power.

24. (Previously presented) The method of claim 8 wherein the conforming advertisement has associated brand information and the modified game behavior corresponds to a capability associated with the brand information.

25. (Currently amended) An advertisement delivery system for dynamically incorporating advertisements into executing game code while a game player is actively playing a game, comprising:

a game console configured to be connected to a communication network and to execute the game code, the game console further configured to, while the game code is executing and the game is being played by the game player,

locate an advertising tag in the game code, the tag associated with a game object,  
request one or more advertisements corresponding to the located advertising tag,  
receive one or more advertisements in response to the request, and

~~compare~~ use a set of criteria ~~identifying an advertisement for~~ associated with the located advertising tag to select one of the received one or more advertisements and to dynamically insert the selected advertisement into the game ~~[[code]]~~ at a location associated with the located advertising tag~~[[; and]]~~,

wherein the game console is further configured to be serviced by an advertising server ~~configured to be able to be~~ connected to the communication network and coupled to a data repository, the advertising server ~~further~~ being configured to receive, from the game console while the game player is playing the game, a request for at least one advertisement corresponding to an advertising tag, and to send one or more advertisements ~~and their identifying criteria~~ to the game console in response to the request.